

## INDEX OF EXHIBITS

- A. Active Interest Media Enhanced Masterfile Mailing List
- B. *Privacy: Sales, Rentals of Videos, etc.*, House Legislative Analysis Section, H.B. No. 5331, Jan. 20, 1989
- C. The Information Marketplace: Merging and Exchanging Consumer Data (Mar. 13, 2001)
- D. Web's Hot New Commodity: Privacy, WSJ (Feb. 28, 2011)
- E. Statement of FTC Commissioner Pamela Jones Harbour (Dec. 7, 2009)
- F. Martha C. White, *Big Data Knows What You're Doing Right Now*, TIME.com (July 31, 2012)
- G. Natasha Singer, *You for Sale: Mapping, and Sharing, the Consumer Genome*, N.Y. Times (June 16, 2012)
- H. Letter from Senator John D. Rockefeller IV, Chairman, Senate Committee on Commerce, Science, and Transportation, to Scott E. Howe, Chief Executive Officer, Acxiom (Oct. 9, 2012)
- I. *Bipartisan Group of Lawmakers Query Data Brokers About Practices Involving Consumers' Personal Information*, Website of Senator Ed Markey (July 24, 2012)
- J. *Prize Scams*, Federal Trade Commission
- K. Charles Duhigg, *Bilking the Elderly, With a Corporate Assist*, N.Y. Times, May 20, 2007
- L. *Fraud Against Seniors: Hearing before the Senate Special Committee on Aging* (August 10, 2000)
- M. *2014 TRUSTe US Consumer Confidence Privacy Report*, TRUSTe
- N. Joshua Brustein, *Start-Ups Seek to Help Users Put a Price on Their Personal Data*, N.Y. Times (Feb. 12, 2012)

- O. European Network and Information Security Agency, Study on monetizing privacy (Feb. 27, 2012)
- P. Hann, *et al.*, *The Value of Online Information Privacy: An Empirical Investigation* (Oct. 2003)
- Q. *California's Reader Privacy Act Signed into Law*, Electronic Frontier Foundation (Oct. 3, 2011)